glee. If she is going to her first dance with a "beau" or if her favorite school boy chum has hoarded enough to ask her to the opera, she can doubtless coax mother into a lapse of economy, or out of the theory that a young woman should think more of her lessons than of her clothes.

The neckwear counters in the stores are becoming more alluring every minute. There are yards and yards of the most bewitching rufflings you ever saw. These have not been vogue for a season or two but are apparently here in full force for this year. What makes them so very enticing is that they too, like every other garment or part of a garment this 1916 are of the delicate, soft but bright colors and they either match or brighten up a

new suit or dress, or entirely make over a last season one. Among the newest are some with tucked and hemstitched edges and they seem to be getting wider as the days go by and fresh stocks come in. The rose shades, the French blues and the whites, some in Georgette or other thin material and silk are distractingly comforting to the pale lady and the slender ones especially.

Score one for Salt Lake says this bit of news gleaned in the shops this week. Mr. Collins sold more of his gowns in one day here than he did in all the days he was in Denver. He was most agreeably surprised because although he did not confess it, he rather thought Salt Lake was "clear off the map," and he had no idea that

the women of this city knew much about dress or were willing to pay the price. He sent on a telegram after his first day's sales which while not admitting any previous impression gave it as his opinion that we are not far behind New York except in the matter of opportunity.

Simon Mish (an extremely busy man) was enjoying his first bath that year. He splashed luxuriously, enjoying the unwonted sensation.

Suddenly the telephone bell rang.

Simon Mish was alone in the house.
"Bother!" swore Simon Mish, and
got out of the tub and went and
answered it.

"Hello," said a strange voice, "Does Selig Wiffleshank live here?" Simon Mish slammed down the receiver and went back to his bath. (He was alone in the house.) Five minutes later the phone bell rang again. Again Simon Mish left his tub to answer.

"Hello," said a second strange voice.
"Is this the Mickentootle residence?"

Simon Mish positively hurled down the receiver and went back to his tub. A minute later (he was alone in the house) it rang again.

For the third time Simon Mish deserted the tub and answered the telephone, and a third strange voice said, "Hello, may I speak to Rhudorf Wishwasher?"

That evening Simon Mish had the thing taken out of the house.

No, silly reader, not the telephone, the bathtub.—Buffalo News.



Preparedness in Merchandising

Merchants who did not grasp the situation months ago and place heavy future orders are now not only compelled to pay high prices, but many lines are impossible to obtain. Thanks to the farsightedness of our organization

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